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Kamen, Joseph M. *Cross-Impacts of Competitive Advertising: How to Find Out Whether It Helps or Hurts You.* No. 2, pp. 33–37.
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Krugman, Dean M. and Roland T. Rust. *The Impact of Cable Penetration on Network Viewing.* No. 5, pp. 9–13.
This article assesses the relationship between the growth in cable audiences and: network audiences, network advertising revenues, and cable advertising revenues.

Krum, James R., Pradeep A. Rau, and Stephen K. Keiser. *The Marketing Research Process: Role Perceptions of Researchers and Users.* No. 6, pp. 9–21.
The study described in this article tried to determine how researchers and users in Fortune 500 manufacturing firms perceive the role of marketing research at each step in the marketing research process. The satisfaction of researchers and users with the current role of marketing research was also studied.

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This article discusses several automatic methods of counting people and describes experimental results from a system that used an ultrasonic sonar system to successfully count the number of people present in a room.

Lumpkin, James R. and Troy A. Festervand. *Purchase Information Sources of the Elderly*. No. 6, pp. 31–43.
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Michell, Paul, C. N. *Point of View: Advertising Account Loyalty—A Segmentation Approach*. No. 6, pp. 61–67.
This article shows that while many accounts *do* go through stages that are arguably analogous to the product life cycle, there are many others that *do not*. The analysis covers 10-year account trends in the United Kingdom.

Miller, James B., Norman T. Bruvold, and Jerome B. Kernan. *Does Competitive-Set Information Affect the Results of Concept Tests?* No. 2, pp. 16–24.
This article reports on a study using the BASES procedure on a dog-snack concept and compares the responses of consumers who were given only the usual concept-test information with those of respondents who were provided with competitive-set data (brand names, packages, sizes, and prices) as well.

Moschis, George P. *See* Stanley, Moschis, and Danko.

Mueller, Barbara. *Reflections of Culture: An Analysis of Japanese and American Advertising Appeals*. No. 3, pp. 51–59.
The research focus of this study examines the role of culture in advertising content. The author demonstrates that advertising tends to reflect the prevalent values of a culture in which it exists, insofar as those values can be used to shape the consumption ethic. Japanese ads are compared with U.S. ads for similar products to illustrate this point.

Murphy, Joseph R. *Parent-Adult-Child Segments in Marketing*. No. 2, pp. 38–42.
Murphy contends that a central psychodynamic model exists—that of the parent-adult-child—which, in most instances, is able to classify consumers adequately in terms of the depth motives that are engaged when interacting with consumer products, services, and their communications.

Neslin, Scott A. and Darral G. Clarke. *Relating the Brand Use Profile of Coupon Redeemers to Brand and Coupon Characteristics*. No. 1, pp. 23–32.
This research measured the brand-use profile for coupon redeemers using three classifications—first trial of the brand, rarely or occasionally buy the brand, and almost always buy the brand—and examined how this profile changes as a function of six brand and coupon characteristics.

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Phelps, Stephen P. *Single Source: Proceed with Caution*. No. 5, pp. RC-8–9.
Phelps discusses his concerns about the single source concept and his belief that this key measurement tool of the future has the potential to bring the industry closer to the successful matching of media vehicles to marketing target.

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The study discussed in this article looks at the relationship between children's attention to programs in a central-location test, their expressed intention to watch that program in the future, and their actual program selections at home a week later.

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Schillmoeller, Edward A. *Tackling Declining Response Rates*. No. 6, pp. RC-10–11.
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Singh, Surendra N. and Gilbert A. Churchill. *Response-Bias-Free Recognition Tests to Measure Advertising Effects*. No. 3, pp. 23–36.
This article demonstrates how the theory of signal detection (TSD) can be used in recognition testing.

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This research tries to determine the relationship between affluent consumers' use of various financial products and services and their demographic and socioeconomic characteristics.

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Steiner, Robert L. *Point of View: The Paradox of Increasing Returns to Advertising*. No. 1, pp. 45–53.
This article shows that although diminishing returns may, from the very beginning, characterize the consumer response to increases in a brand's ad-

vertising, the brand's manufacturer may for a considerable time experience increasing returns.

Stoddard, Laurence R. *The History of People Meters: How We Got to Where We Are (and why).* No. 5, pp. RC-10–12.

This article sketches the history of the people meter and explains why it is being introduced.

Todd, Bradford W. *See* Barry, Peterson, and Todd.

Vanden Bergh, Bruce, Keith Adler, and Lauren Oliver. *Linguistic Distinction among Top Brand Names.* No. 4, pp. 39–44.

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Wyckham, Robert G. *Implied Superiority Claims.* No. 1, pp. 54–63.

This article examines implied superiority advertising claims. The author argues using the literature of puffery and comparative advertising and results from a survey, that this type of advertising claim has the potential to deceive consumers and, as well, injure the credibility of advertising.

Young, Charles E. and Michael Robinson. *Guideline℠. Tracking the Commercial Viewer's Wandering Attention.* No. 3, pp. 15–22.

This article describes a technique for quantifying consumer attention on a frame-by-frame basis to television commercials.

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